

Wisconsin Food Code FACT SHEET

#9: Consumer Advisories

Raw or undercooked animal foods, that have not been thoroughly cooked, can pose a risk to the consumer and cause a foodborne illness. A consumer advisory is required where raw or undercooked animal foods or foods that contain raw or undercooked animal food ingredients are served or sold.

- Establishments that serve highly susceptible populations (i.e. preschool age children, older adults, or those with compromised immune systems) are prohibited from serving undercooked or raw animal foods.
- Establishments that have a children's menu may not offer undercooked ground meats (i.e. hamburgers), even with a consumer advisory.

Examples of foods that are typically made with raw or undercooked animal foods that would require a consumer advisory are:

- Dressings or sauces such as hollandaise, béarnaise or Caesar **
- "Establishment-made" mayonnaise **
- Shellfish served raw on the half shell
- Sushi made with raw fish
- Steak tartare
- Hamburgers/other meat * that are served "medium rare or rare"
- Soft-boiled, soft-scrambled, or soft fried shell eggs **
- Omelets, French toast, bread puddings **
- Mousses, meringues and eggnogs **

- Any other food made with a raw animal food ingredient served in a less than thoroughly cooked state

*"Whole muscle intact beef" does not require a consumer advisory

**Pasteurized liquid eggs or pasteurized shell eggs do not require a consumer advisory

It is the responsibility of the food establishment to notify the consumer of increased risk by including a correctly written CONSUMER ADVISORY with these two items:

Disclosure Statement: informs the consumer that a particular animal-derived food is served raw or undercooked or contains raw or undercooked ingredients; *and*

Reminder Statement: informs the consumer of the increased risk of foodborne illness associated with consuming raw or undercooked animal-derived foods, especially if the person has certain medical conditions.

Methods of informing consumers may include menu advisories, labels, deli case/table tents, placards, brochures, and any other written means.

The disclosure identifier may be a simple asterisk next to a menu item that is referenced to the reminder footnote on the bottom of the menu.



Wisconsin Department of Trade,
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Listed below are two examples of advisory statements:

- Our Caesar dressing is made with raw eggs. Regarding the safety of these items, written information is available upon request.
- Hamburgers can be cooked to order.*

**Whether dining out or preparing food at home, consuming raw or undercooked animal foods may increase your risk of foodborne illness.*



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